The Open Market: £15,000 Commission – Call for Artist Proposals

Project Summary
Brighton Digital Festival has partnered with Brighton and Hove City Council to create a £15,000 commission for an artist or established group to create a new work for The Open Market in Brighton. The work must have a physical presence at or close to The Open Market alongside any online manifestation.

Brighton Digital Festival
Brighton Digital Festival brings together two of the city’s most vibrant sectors, the arts and creative industries for a month-long celebration of digital culture that takes place annually in September across the city. A curated/commissioned arts and education programme sits alongside events organized by the community.

The Site
The Open Market is sited just off London Road in Brighton. With a history dating back to the 1880s, The Open Market we see today is the result of a major redevelopment, completed in 2014. The market is home to 45 permanent market stalls, a new covered market square for visiting markets, temporary stalls, community activities, street art and entertainment, 12 small workshops for arts and crafts people and affordable housing units.

The market has a strong focus on fresh nutritious foods and ethical products, with a range of traditional market stalls—butcher, fishmonger, eggs, fruit and veg—as well as cafes, art, crafts, fashions, antiques, haberdashery, tools, garden goods and more.

History of The Open Market
• 1880s - barrow boys began selling fruit and vegetables in Oxford Street. This provided a source of cheap food to people on low incomes.
• Early 1920s - Brighton Council attempted to move the barrow boys from their Oxford Street pitches. The traders did not want to go, resulting in the ‘battle of Oxford Street’ where Harry Cowley led a mass protest against the plans. As a result the barrow boys and stallholders were given permission to trade in the central rose-walk of the Level.

• 1926 - the market moved to Marshall’s Row, the beginnings of the present site.

• 1938 - the houses on Marshall’s Row were demolished and several permanent market stalls were created.

• 1960 - an expanded market with 42 stalls was opened by the Duke of Norfolk. Though the new market initially thrived, it suffered a slow decline in trade from the 1970s onwards.

• 2006 – Brighton and Hove City Council and the Open Market Traders Association produced a business case for a new market, the end result of which you see today.
Entrance to market from The Level (east)
Market interior including upper walkway studios
Entrance to market from London Road (west)
Management of the site
The Market is owned and managed by Brighton Open Market CIC (community interest company) as a social enterprise for the benefit of the local community.

Development of London Road
In recent years, London Road and its surrounding area has been the site of considerable regeneration which you can read about on the BHCC website.

The brief
1) The aims
The commission should raise footfall and the visibility of The Open Market as a destination for residents across the city as well as visitors to Brighton and Hove.

The goal is to double footfall by raising awareness of the Market's offer and making it a destination for all residents of and visitors to the city.

There are physical challenges to the Market in terms of its visibility especially at the London Road entrance. The building can also act as a wind tunnel, which can affect trading.

The aim of the Market to be a community hub should be considered alongside its history and potential future.

The commission should result in a physical work sited at or close to The Open Market but there must be a digital element to the commission so that it might exist part on line and part in a physical manifestation.

This is a challenging brief and we welcome expressions of interest from those whose work crosses boundaries between physical and online spaces.

We welcome expressions of interest that specifically addresses the issues outlined above.

2) Role of the artist.
The selected artist will be required to.

• Oversee the creation and installation of all parts of the commission and liaise directly with the Arts Advisor/Festival Manager of Brighton Digital Festival.
• Provide a detailed budget
• Ensure and demonstrate that the materials are fit for purpose
• Provide a maintenance plan
• Provide risks assessments and method statements for installation
• Be available for any press activity
• Collaborate with Brighton Digital Festival (BDF) and its representatives to promote the work
• Make a presentation during BDF in September 2016 about the development and ideas behind the work.
• Consult with the CIC and market traders.
• Promote and advocate for the new work through personal and professional networks.
• The artist should have public liability insurance to the value of £2 million
• The anticipated lifespan of the work should be 10 years.

Process and time scale
To be considered for this commission, please send us an expression of interest with supporting material that demonstrates your suitability for the commission in the form of:
• CV, with relevant referee of comparable work
• Evidence of previous comparable work
• An artist’s statement of how you would approach the commission

Proposals should arrive in .doc or .pdf format, with the information requested above.

Expressions of interest should be emailed to laurence@brightondigitalfestival.co.uk

**Deadline:** Monday 27 June 2016, 5pm
**Shortlisting:** Wednesday 29 June 2016
**Shortlist informed:** Friday 1 July 2016
**Interviews:** w/b 11 July
**Commission awarded:** Friday 15 July

**NB:** Due to capacity issues we will only contact shortlisted artists and cannot provide feedback for those not shortlisted.

Selection Process
Proposals will be assessed on the basis of the following:
• Strength of concept in line with commission criteria
• Quality of prior work
Demonstrated ability to deliver work within deadline & budget constraints

The selection panel will consist of:

- Arts Advisor – BDF
- Arts & Creative Industries officer - BHCC
- Board member – Brighton Open Market CIC
- Market trader x 2 – Brighton Open Market
- Local chair of business /trade association or resident association or councillor

Any questions please contact Laurence Hill, Festival Manager for Brighton Digital Festival

laurence@brightondigitalfestival.co.uk.
07971 010708